

Governor of Nebraska visits New Holland Agriculture Pavilion at Expo

CNH Industrial welcomed Governor Pete Ricketts at the “Sustainable Farm Pavilion” belonging to its global agricultural machinery brand New Holland Agriculture. The governor was accompanied by a delegation that met with Company management to discuss CNH Industrial’s activities and investment in Nebraska through its manufacturing facility and commercial network. Nebraska’s prolific ethanol industry was also discussed as the governor’s vision to promote ethanol as a biofuel reflects that of CNH Industrial’s work in the field of alternative fuels.

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CNH Industrial N.V. (NYSE: CNHI / MI: CNHI) welcomed the Governor of Nebraska, Pete Ricketts, at Expo Milano 2015. The governor and his delegation visited the “Sustainable Farm Pavilion” of its global agricultural machinery brand New Holland Agriculture on June 9.

Economic development, sustainable agriculture, youth technical training, local manufacturing and the use of biofuels were the key topics of discussion surrounding the governor’s visit to the pavilion. Representing CNH Industrial were Carlo Lambro, a member of the Group Executive Council and Brand President of New Holland Agriculture, Dirk Bergmann, Head of Powertrain Research and Technology, and EMEA Institutional Relations.

The governor, in turn, was accompanied by a delegation composed of state officials, representatives from the U.S. Milan Consulate and Omaha Chamber of Commerce, leading members of the Nebraska Departments of Agriculture and Economic Development as well as prominent business owners from the state.

The Company took the opportunity to present its brands and their wide-ranging industrial product line-ups, highlight its commitment to using biofuels across all sectors and underline its local investments in the state of Nebraska, whose agricultural activities are among the most robust in the country. Nebraska is the top state in terms of cattle feed where its ethanol plants produce more than six million tons of livestock feed annually.

CNH Industrial operates a state-of-the-art Combine Center of Excellence in Grand Island, Nebraska. Three distinct combine harvester models are manufactured at the site: the Case IH 2300 and AFX 8010 and the New Holland Agriculture CR Series Twin Rotor®. The site employs a workforce of more than 800 individuals and features over 800,000 square feet of manufacturing space.

The meeting also addressed Governor Ricketts' active advocacy for the widespread use of ethanol as a biofuel in the United States. The two parties discussed their shared commitment in promoting the use of alternative fuels, which include natural gas and biomethane.

Biomethane is a strategically valuable fuel, ideal for future agricultural applications and already usable on the road with natural gas-powered vehicles. It represents a key component in a truly revolutionary moment for the transport sector, with real and immediate environmental, economic and industrial benefits. Furthermore, it is an excellent opportunity to achieve real sustainability.

Nebraska's renewable fuel sector, including conventional ethanol, cellulosic ethanol, biodiesel, and advanced biofuels and their suppliers generates \$11.1 billion USD of total economic output annually. The sector supports 39,629 jobs and generates \$2.9 billion USD in wages annually.

***CNH Industrial N.V.** (NYSE: CNHI /MI: CNHI) is a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. Each of the individual brands belonging to the Company is a major international force in its specific industrial sector: Case IH, New Holland Agriculture and Steyr for tractors and agricultural machinery; Case and New Holland Construction for earth moving equipment; Iveco for commercial vehicles; Iveco Bus and Heuliez Bus for buses and coaches; Iveco Astra for quarry and construction vehicles; Magirus for firefighting vehicles; Iveco Defence Vehicles for defence and civil protection; and FPT Industrial for engines and transmissions. More information can be found on the corporate website: cnhindustrial.com*

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